

Curriculum Vitae

Shane Saunderson

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Education

Doctor of Philosophy, Mechanical & Industrial Engineering; Specialization in Psychology (*Research on Persuasive Human-Robot Interaction*), University of Toronto (2022)

Master of Business Administration, Management of Tech and Innovation (*Research on Outsourcing Governance*), Ted Rogers School of Management, Toronto Metropolitan University (2011)

Bachelor of Engineering, Mechanical Engineering, McGill University (2005)

Professional Experience

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| Assistant Professor, Information Systems | McMaster University | Jul 2024 – Present |
| CEO & Artificial Experience Designer | Artificial Futures | May 2022 – Present |
| Lecturer | Schulich Executive Education | Jan 2018 – Present |
| Director, CoE in Digital Transformation | Schulich Executive Education | Sep 2019 – Jun 2024 |
| Lecturer | Ted Rogers School of Management | Jan 2024 – Apr 2024 |
| Chair, AI Partner Advisory Board | Microsoft Canada | Apr 2021 – Dec 2022 |
| Research & Partnerships | Babbly | Jan 2021 – Dec 2022 |
| Co-Founder | Babbly | Jan 2019 – Jan 2021 |
| Research Fellow | Human Futures Studio | Jan 2019 – Aug 2022 |
| Research Fellow | Plural (think tank) | Aug 2017 – Apr 2019 |
| Writer | MISC Magazine | Feb 2012 – Dec 2018 |
| Vice President, IC/things | Idea Couture | Mar 2016 – Sep 2017 |
| Head of Health Technology | Idea Couture | Aug 2014 – Mar 2016 |
| Sr. Innovation Strategist | Idea Couture | Dec 2011 – Aug 2014 |
| Research Consultant | Schulich School of Business | Jun 2011 – Jan 2012 |
| Project Engineer | Cyan Tec | Feb 2008 – Sep 2009 |
| Mechanical Eng. Designer | Imagination MP2 | Oct 2006 – Jan 2008 |
| Co-Founder | Innoeva Concepts | May 2005 – Oct 2006 |
| Research Technician | McGill Robotics Lab | May 2001 – Apr 2005 |

Affiliations & Credentials

Member, McMaster Digital Transformation Research Centre, McMaster University, 2024-Present

Member, McMaster Institute for Research on Aging, McMaster University, 2024-Present

Yoga Alliance RYS Teacher, Himalayan Yoga Academy, Kathmandu, Nepal, 2023

Graduate Student Member, Institute of Electrical & Electronic Engineers (IEEE), 2018-2022

AGE-WELL Highly Qualified Professional (HQP) Program, 2018-2021

Creative Destruction Lab, Healthcare Cohort, Toronto, ON, 2019-2020

NextAI Ventures Program, Next Canada, Toronto, ON, 2019

Chartered Engineer (C.Eng.), Member of the Institution of Engineering Designers (UK), 2008

Awards & Recognitions

Vanier Canada Graduate Scholarship (University of Toronto, PhD), 2018-2021

Alexander Graham Bell Canada Graduate Scholarship / NSERC PGS 2018-2021 (declined)

University of Toronto Dept. of Mechanical and Industrial Engineering Fellowship, 2017-2021

Massey College Jr. Fellowship, University of Toronto, 2017-2021

MITACS Elevate Award (University of Toronto, Babbly), 2020-2021

Lo Family Social Venture Fund Award (University of Toronto, Babbly), 2020

AGE-WELL Emerging Professionals, Inspired Careers (EPIC) Innovators of Tomorrow, 2019

Ontario Brain Institute, Entrepreneurs Award (OBI, Babbly), 2019

NextAI RBC People's Choice Award (Next Canada, Babbly), 2019

Ontario Graduate Scholarship (University of Toronto, PhD), 2017-2018

University of Toronto Dept. of Mechanical and Industrial Engineering Entrance Award, 2017

Design Thinker of the Year, Idea Couture Inc., 2013

Dennis Mock Student Leadership Award, Toronto Metropolitan University, 2011

Ted Rogers Leadership Centre Forward 50 Award, 2011

Ted Rogers Graduate Entrance Scholarship, Ted Rogers School of Management, 2010

McGill University Dept. of Mechanical Engineering Outstanding Graduate, 2005

O'Hara Award for commitment to Mechanical Engineering Student Leadership, 2005

Hugh M. Brock Academic Entrance Scholarship, McGill University, 2000

Governor General's Academic Bronze Medal, 2000

Canadian Association of Principals Leadership Award, 2000

Research Grants

Principal Applicant (2022-2028). *EPIC-AT - Innovators of Tomorrow Health Research Training Platform in AgeTech*. CIHR H RTP, Total Funding \$17,500,000.

Collaborator (2021-2025). *SMART - Socially Mobile Assistive Robots for Telecare and Daily Activities of Older Adults*. AGE-WELL, Total Funding \$1,169,000.

Collaborator (2021-2022). *Validation of the Babbly Language Development App*. MITACS Elevate, Total Funding \$140,000.

Collaborator (2015-2020). *VIGIL - 3.1 Mobile Robotics for Activities of Daily Living Assistance*. AGE-WELL, Total Funding \$892,387

Co-Investigator (2015). *Patient-Centricity: Design, Marketing and Organizational Requisites*. MITACS Accekerate, Total Funding \$15,000.

Co-Investigator (2011). *Governance of Outsourcing - Industry Best Practices*. MITACS Accekerate, Total Funding \$15,000.

Patents

Amphibious Robotic Device. Dudek, G., Saunderson, S., Prahacs, C., Sattar, J., Giguere, P. & Jenkin, M. (CA 2555148, US 2008/0032571) McGill University, Montreal, QC, Canada, August 2006

Publications

Theses

Saunderson, S. (2021) *Persuasive Strategies for Social Robots Engaged in Human-Robot Interaction* (Doctoral dissertation) School of Graduate Studies, University of Toronto, Toronto, ON.

Saunderson, S. (2011) *Maturity Effects on Outsourcing Relationships* (Master's Major Research Project). Ted Rogers School of Management, Toronto Metropolitan University, Toronto, ON.

Peer reviewed Journals

Saunderson, S. & Nejat, G. (2022) Hybrid Hierarchical Learning for Adaptive Persuasion in Human-Robot Interaction. *IEEE Robotics and Automation Letters (RA-L)*, **7.2**, 5520-5527.

Saunderson, S. & Nejat, G. Investigating Strategies for Robot Persuasion in Social Human-Robot Interaction. *IEEE Transactions on Cybernetics*, **52.1**, 641-653.

Saunderson, S. & Nejat, G. (2021) Persuasive Robots Should Avoid Authority: the Effects of Formal and Real Authority on Persuasion in Human-Robot Interaction. *Science Robotics*, **6.58**, eabd5186.

Saunderson, S. & Nejat, G. (2021) Robots Asking for Favors: The Effects of Directness and Familiarity on Persuasive HRI. *IEEE Robotics and Automation Letters (RA-L)*, **6.2**, 1793-1800.

Saunderson, S. & Nejat, G. (2019) How Robots Influence Humans: A Survey of Nonverbal Communication in Social Human-Robot Interaction. *International Journal of Social Robotics*, **11.4**, 575-608.

Saunderson, S. & Nejat, G. (2019) It Would Make Me Happy if You Used My Guess: Comparing Robot Persuasive Strategies in Social Human-Robot Interaction. *IEEE Robotics and Automation Letters (RA-L)*, **4.2**, 1707-1714.

Lafleche, J.F., Saunderson, S., & Nejat, G. (2019) Robot Cooperative Behavior Learning using Single-Shot Learning from Demonstration and Parallel Hidden Markov Models. *IEEE Robotics and Automation Letters (RA-L)*, **4.2**, 193-200.

Schiff, M., Saunderson, S., Mountian, I., & Hartley, P. (2017) Chronic Disease and Self-Injection: Ethnographic Investigations into the Patient Experience During Treatment. *Rheumatology and Therapy*, **4**, 445-463.

Babin, R. & Saunderson, S. (2016) Governance of Outsourcing: Building a Better Relationship. *Journal of Information Systems Applied Research (JISAR)*, **9.01**, 16-25.

Dudek, G., Giguere, P., Prahacs, C., Saunderson, S., Sattar, J., Torres-Mendez, L. A., Jenkin, M., German, A., Hogue, A., & Ripsman, A. AQUA: An Amphibious Autonomous Robot. *IEEE Computer Magazine*, **40.1**, 46-53.

Conference Proceedings

Saunderson, S. & Nejat, G. (2022) Hybrid Hierarchical Learning for Adaptive Persuasion in Human-Robot Interaction. *International Conference on Robotics and Automation (ICRA)*. Philadelphia, USA.

Saunderson, S., Fung, A., Tan, A., Nejat, G. (2021) Socially Assistive Service Robots at the Autonomous Systems and Biomechatronics Lab. *University of Toronto Engineering Research Days*. Toronto, Canada. (poster)

Saunderson, S., Nejat, G. (2021) Robots Asking for Favors: The Effects of Directness and Familiarity on Persuasive HRI. *International Conference on Robotics and Automation (ICRA)*. Xi'an, China.

Saunderson, S., Nejat, G. (2019) Persuasive Strategies in Human-Robot Interaction. *University of Toronto Mechanical and Industrial Engineering Graduate Research Symposium*. Toronto, Canada. (poster)

Saunderson, S., Nejat, G. (2019) It Would Make Me Happy if You Used My Guess: Comparing Robot Persuasive Strategies in Social Human-Robot Interaction. *International Conference on Robotics and Automation (ICRA)*. Montreal, Canada.

Saunderson, S., Nejat, G. (2018) Competitive Persuasive Strategies for Social Human-Robot Interactions. *Workshop on Robotic Co-Workers 4.0: Human Safety and Comfort in Human-Robot Interactive Social Environments, International Conference on Intelligent Robots and Systems (IROS)*. Madrid, Spain.

Schiff, M., Aris, M., Saunderson, S., Mountian, I., & Hartley, P. (2016) SAT0631-HPR Chronic Disease and Self-Injection: Ethnographic Investigations into the Patient Experience During Treatment. *EULAR Annals of the Rheumatic Diseases*. 75:1291-1292.

Giguere, P., Dudek, G., Saunderson, S., & Prahacs, C. (2006) Environment Identification for a Running Robot Using Inertial and Actuator Cues. *Robotics: Science and System (RSS)*. Philadelphia, USA.

Dudek, G., Jenkin, M., Prahacs, C., Hogue, A., Sattar, J., Giguere, P., German, A., Liu, H., Saunderson, S., Ripsman, A. (2005) A Visually Guided Swimming Robot. *Intelligent Robots and Systems (IROS)*. Edmonton, Canada.

Books & Book Sections

Saunderson, S. "Upload." *Audeamus*. Ed. M. Germaine & A. Sarra-Davis. Toronto: Massey College, 2018. pp 30-34. Print.

Hartley, P., Saunderson, S. *Artificial Intelligence Meets Human Intelligence: Future Technology Interactions*. Toronto: Idea Couture, 2017. Print

Hughes, F., Lincez, M., Saunderson, S., et al. *Future of Health: Spaces + Places of Care*. Toronto: Idea Couture, 2015. Print.

Hartley, P., Nabavi, M., Saunderson, S., et al. *IoT: When Everything is Connected*. Toronto: Idea Couture, 2015. Print.

Brotman, R., Hartley, P., Saunderson, S., et al. *W: Wearables*. Toronto: Idea Couture, 2014. Print.

Industry Reports

Saunderson, S. *The Case for Artificial Experience (AX) Design (White Paper)*. Artificial Futures Inc. 2023. Print & Web.

https://artificialfutures.com/wp-content/uploads/saunderson_case_for_AX.pdf

Saunderson, S. *Automate with Caution: Learnings from a History of Dehumanization (White Paper)*. Artificial Futures Inc. 2023. Print & Web

https://artificialfutures.com/wp-content/uploads/saunderson_automate_with_caution.pdf

Saunderson, S. *Canadian Artificial Intelligence Market Insights (Research Report)*. Microsoft Artificial Intelligence Partner Advisory Board (aiPAB). Microsoft Canada Inc. 2022.

https://artificialfutures.com/wp-content/uploads/Microsoft_Artificial_Futures_aiPAB_Report.pdf

Babin, R., Saunderson, S. *After the COVID-19 Recession: Are Canadian Organizations Ready for the Digital Future? (Report)*. Centre of Excellence in Disruption and Transformation, Schulich Executive Education Centre (SEEC), York University. 2020. Print & Web.

Babin, R., Saunderson, S. *Canadian Digital Disruption Readiness (Report)*. Centre of Excellence in Disruption and Transformation, Schulich Executive Education Centre (SEEC), York University. 2020. Print & Web.

Saunderson, S., Bruchansky, C. *Pluralism in Digital Communities (Report)*. Plural (Think Tank), 2018. Print & Web.

Saunderson, S. *Assembling an IoT Strategy (White Paper)*. Idea Couture, 2016. Print.

Saunderson, S. Patidar, A. *Prototyping as a Tool for Innovation (White Paper)*. Idea Couture, 2016. Print.

Saunderson, S. Haldenby, T., Hartley, et al. *Mind Over Matter: Exploring Artificial Intelligence (White Paper)*. Idea Couture, 2015. Print.

Saunderson, S. LaFleur, M., *What is a Patient? Patienthood, Personhood + the Promise of Patient Centricity (White Paper)*. Idea Couture, 2015. Print.

Saunderson, S., LaFleur, M., Glinski, P., et al. *Transforming Health (White Paper)*. Idea Couture, 2014. Print.

Popular Print

Saunderson, S. "Where's Your Tinfoil Hat? Lessons in the age of big data." *Modern Mississauga*. Vol. 20 2019. pp 22-23. Print.

Saunderson, S. "Automating Manipulation." *MISC Magazine*. Vol. 28 2018. pp 17-20. Print.

Saunderson, S. "The Illusion of Value." *MISC Magazine*. Vol. 27 2018. pp 49-51. Print.

Saunderson, S. "Robot-Centered Design." *MISC Magazine*. Vol. 26 2017. pp 22-25. Print.

Saunderson, S. "Through a Transhuman Lens." *MISC Magazine*. Vol. 26 2017. pp 68-71. Print.

Saunderson, S. "The Future is Slowly Killing Me." *MISC Magazine*. Vol. 25 2017. pp 43-45. Print.

Saunderson, S. "The End of Purpose." *MISC Magazine*. Vol. 24 2017. pp 92-93. Print.

Saunderson, S. "AI Whisperer: Artificial Bosses." *MISC Magazine*. Fall 2016. pp. 88-91. Print.

Saunderson, S. "Artificial Intelligences." *MISC Magazine*. Summer 2016. pp. 100-103. Print.

Saunderson, S. & Scrubb, V. "Exploring Gender in AI: Sexbots and Terminators." *MISC Magazine*. Summer 2016. pp. 20-22. Print.

Saunderson, S. "The Death of Death." *MISC Magazine*. Spring 2016. pp. 32-35. Print.

Saunderson, S. "More Human Than Human." *MISC Magazine*. Winter 2016. pp. 24-25. Print.

Saunderson, S. "Dr. Me." *MISC Magazine*. Fall 2015. pp. 22-23. Print.

Saunderson, S. "Health's Trailblazers: Hacking the Body to Hack the System." *MISC Magazine*. Summer 2015. pp. 51-53. Print.

Saunderson, S. "Death to Process." *MISC Magazine*. Summer 2015. pp. 28-29. Print.

Saunderson, S. "Artificial Desire: Love & Lust in Robotics." *MISC Magazine*. Spring 2015. pp. 44-45. Print.

Saunderson, S. "Why Big Data Has Yet to Revolutionize the Medical Industry." *MISC Magazine*. Winter 2015. pp. 38-39. Print.

Saunderson, S. "Everything I Know, I Learned from My Nintendo." *MISC Magazine*. Winter 2015. pp. 12-13. Print.

Saunderson, S. "Scanning for Breakthroughs in Artificial Intelligence." *MISC Magazine*. Summer 2014. pp. 46-48. Print.

Saunderson, S. "Be Yourself: Fine Line Between Humble Farmer and Used Car Salesman." *MISC Magazine*. Winter 2013. pp. 21-22. Print.

Saunderson, S. "The Anti-Muse." *MISC Magazine*. Fall 2013. pp. 12-13. Print.

Saunderson, S. "Ahead of the Curve: Second Chance for Technology." *MISC Magazine*. Summer 2013. pp. 62-63. Print.

Saunderson, S. "Designed to Evolve: Products that Don't Need to Bounce Back." *MISC Magazine*. Summer 2013: pp. 26-27. Print.

Saunderson, S. "Artificial Evolution." *MISC Magazine*. Spring 2013: pp. 52-53. Print.

Popular Web

Saunderson, S. "Intelligence is Social" *Artificial Futures Inc*. 29 May 2023. <https://artificialfutures.com/article/intelligence-is-social/>

Saunderson, S. "Artificial Speculation" *Artificial Futures Inc*. 13 April 2023. <https://artificialfutures.com/article/artificial-speculation/>

Saunderson, S. "The End of Big Tech" *Artificial Futures Inc*. 20 March 2023. <https://artificialfutures.com/article/the-end-of-big-tech/>

Saunderson, S. "Robots as Social Influencers: The Future of Persuasive Technology" *Artificial Futures Inc*. 6 February 2023. <https://artificialfutures.com/article/robots-as-social-influencers-the-future-of-persuasive-technology/>

Saunderson, S. "The Case for Artificial Experience (AX) Design" *Artificial Futures Inc*. 16 January 2023. <https://artificialfutures.com/article/the-case-for-artificial-experience-design/>

Saunderson, S. & Kuo, I. "A car called Keith: Why we give objects human characteristics" *The Conversation*. 24 March 2022. <https://theconversation.com/a-car-called-keith-why-we-give-objects-human-characteristics-177799>

Saunderson, S. & Kuo, I. "Why Do People Anthropomorphize Everyday Objects?" *Human Futures Studio*. 17 March 2022. <https://www.humanfutures.studio/articles/why-do-people-anthropomorphize>

Saunderson, S. "Walking in a Winter INSERT HUMAN CONCEPT HERE", *Modern Mississauga*. 12 December 2021. <https://www.modernmississauga.com/main/2021/12/12/walking-in-a-winter-insert-human-concept-here>

Saunderson, S. "Robots can be companions, caregivers, collaborators — and social influencers" *The Conversation*. 23 November 2021. <https://theconversation.com/robots-can-be-companions-caregivers-collaborators-and-social-influencers-172215>

Nabavi, M. & Saunderson, S. "Your Baby is Asking for Help, You Just May not Be Listening" *Medium*. 9 August 2021. <https://medium.com/@maryamnabavi/your-baby-is-asking-for-help-you-just-may-not-be-listening-3383a047a7f5>

Saunderson, S. "Making Intelligence Less Artificial." *The Robot Magazine*. 9 March 2020. <https://medium.com/the-robot-magazine/making-intelligence-less-artificial-c58a416ff809>

Saunderson, S. "What do you mean by Strategy?" *Human Futures Studio*. 13 November 2019. https://medium.com/@human_futures_studio/what-do-you-mean-by-strategy-9ac367ace6b8

- Saunderson, S., Bruchansky, C. "Evolve or Die: The Future of Digital Communities." *The Disconnect*. 26 March 2019. <https://thedisconnect.co/three/>
- Saunderson, S. "Automating Manipulation: Quantifying and Persuading Humans with Data." *The Robot Magazine*. 9 August 2018. Web. <https://medium.com/the-robot-magazine/automating-manipulation-51d2478af1b4>
- Saunderson, S. "The Choice Not to Think." *The Robot Magazine*. 1 April, 2018. Web. <https://medium.com/the-robot-magazine/the-choice-not-to-think-40fcdd5ba933>
- Saunderson, S. "Robotic Scapegoating." *The Robot Magazine*. 3 May, 2017. Web. <https://medium.com/the-robot-magazine/robotic-scapegoating-eb3c86f84865>
- Saunderson, S. "Time Bombs in Our Pockets." *Digital Culturalist*. 5 March, 2017. Web. <https://digitalculturalist.com/time-bombs-in-our-pockets-87c3be98e6bc>
- Saunderson, S. "Reality Reprogramming and the Cognitive Operating System." *Idea Couture IoT Trends*. 21 December 2016. Web. <https://ideacouture.com/iot-trends/reality-reprogramming-cognitive-operating-system/>
- Saunderson, S. "IoT Inside of Me." *The IoT Magazine*. 12 December 2016. Web. <https://theiotmagazine.com/iot-inside-of-me-a1b3641c4890>
- Saunderson, S. "Half Man, Half Machine, All Centaur." *Chatbots Magazine*. 25 November 2016. Web. <https://chatbotsmagazine.com/half-man-half-machine-all-centaur-eb79f42da3bd>
- Saunderson, S. "Posthumous AI and the Digital Confessional." *Chatbot's Life*. 1 November 2016. Web. <https://chatbotslife.com/posthumous-ai-and-the-digital-confessional-db1561d12f9b>
- Saunderson, S. "Talking to Yourself: Deconstructing Chatbots." *Chatbots Magazine*. 13 October 2016. Web. <https://chatbotsmagazine.com/talking-to-yourself-deconstructing-chatbots-31e7ae8b5cd5>
- Saunderson, S. "Robotic UX is Playing God." *Idea Couture IoT Trends*. 7 October 2016. Web. <https://ideacouture.com/iot-trends/robotic-ux-playing-god/>
- Saunderson, S. "Dear Manufacturing, Do it Yourself: Industry 4.0 and Self-Assembling Machines." *The IoT Magazine*. 16 September 2016. Web. <https://theiotmagazine.com/dear-manufacturing-do-it-yourself-industry-4-0-and-self-assembling-machines-811d2e41bc0b>
- Saunderson, S. "Parlor Games and Asian Rooms." *Chatbot's Life*. 18 August 2016. Web. <https://chatbotslife.com/parlor-games-and-asian-rooms-4361a82e9e53>
- Saunderson, S. "Robicide: The Inevitability of Robots Killing People." *Idea Couture IoT Trends*. 15 July 2016. Web. <https://ideacouture.com/iot-trends/robicide-inevitability-robots-killing-people/>
- Saunderson, S. "Electronic Persons: The Humanization of Robots." *Idea Couture IoT Trends*. 7 July 2016. Web. <https://ideacouture.com/iot-trends/electronic-persons-humanization-robots/>
- Saunderson, S. "Let's Get Phygital: IoT=IRL+URL." *The IoT Magazine*. 15 July 2016. Web. <https://theiotmagazine.com/lets-get-phygital-iot-irl-url-cb17abd1017f>
- Saunderson, S. "The Internet of Flesh." *The IoT Magazine*. 1 June 2016. Web. <https://theiotmagazine.com/the-internet-of-flesh-66b57aa4fb70>

Saunderson, S. "Artificial Innovation: Teaching Computers to Speculate." *Idea Couture IoT Trends*. 19 May 2016. Web. <https://ideacouture.com/iot-trends/artificial-innovation-teaching-computers-to-speculate/>

Saunderson, S. "The Internet of Paperweights: Keeping IoT Alive." *The IoT Magazine*. 19 May 2016. Web. <https://theiotmagazine.com/the-internet-of-paperweights-keeping-iot-alive-11495bc3d35d>

Saunderson, S. "Nymphomaniac Bigot Bots and Your Artificial Brand." *Chatbot's Life*. 19 May 2016. Web. <https://chatbotlife.com/nymphomaniac-bigot-bots-and-your-artificial-brand-ce4d54b583f7>

Saunderson, S. "Securing Things." *The IoT Magazine*. 19 May 2016. Web. <https://theiotmagazine.com/securing-things-2e6cb1b4096e>

Saunderson, S. "Creating Smart Assholes." *Chatbot's Life*. 19 May 2016. Web. <https://chatbotlife.com/creating-smart-assholes-1af792d9ea03>

Saunderson, S. "The Culture of Innovation." *MISC Magazine*, 19 August 2014. Web. <https://miscmagazine.com/the-culture-of-innovation-pt-1/>

Saunderson, S. "Biobotics: The Automation of Life." *MISC Magazine*, 29 July 2014. Web. <https://miscmagazine.com/biobotics-the-automation-of-life/>

Saunderson, S. "If Corporations Are Persons, Hostile Takeovers are Shotgun Weddings." *MISC Magazine*, 9 October 2013. Web. <https://miscmagazine.com/if-corporations-are-persons-hostile-takeovers-are-shotgun-weddings/>

Saunderson, S. "If Corporations Are Persons, Why Do They Have So Few Friends." *MISC Magazine*, 25 September 2013. Web. <https://miscmagazine.com/if-corporations-are-people-why-do-they-have-so-few-friends/>

Saunderson, S. "If a Corporation is a Person, it Should Act Like One." *MISC Magazine*, 18 September 2013. Web. <https://miscmagazine.com/if-a-corporation-is-a-person-it-should-act-like-one/>

Saunderson, S. "The Warm Embrace of Uncertainty." *MISC Magazine*, 26 June 2013. Web. <https://miscmagazine.com/the-warm-embrace-of-uncertainty/>

Saunderson, S. & Hartley, P. "Paging Doctor R2." *MISC Magazine*, 6 June 2013. Web. <https://miscmagazine.com/paging-doctor-r2/>

Saunderson, S. "Robots Control Your Mind." *MISC Magazine*, 6 June 2013. Web. <https://miscmagazine.com/robots-control-your-mind/>

Saunderson, S. "Traveling Without Moving." *MISC Magazine*, 6 June 2013. Web. <https://miscmagazine.com/traveling-without-moving/>

Media Appearances

Lifelike Robo Pets Help Seniors Combat Loneliness. *HowStuffWorks.com*. 24 March 2023. <https://health.howstuffworks.com/mental-health/dementia/robotic-pets.htm>

What the Future of Marketing Looks Like. *Strategy Magazine*. 14 March 2023. <https://strategyonline.ca/2023/03/14/what-the-future-of-marketing-looks-like/>

The Pros and Cons of Artificial Intelligence. *Discover Magazine*. 2 September 2022. <https://www.discovermagazine.com/technology/the-pros-and-cons-of-artificial-intelligence>

We Aren't Sure If (Or When) Artificial Intelligence Will Surpass the Human Mind. *Discover Magazine*. 3 March 2022. <https://www.discovermagazine.com/technology/we-arent-sure-if-or-when-artificial-intelligence-will-surpass-the-human-mind>

To Better Persuade a Human, a Robot Should Use This Trick. *Scientific American*. 1 December 2021. <https://www.scientificamerican.com/podcast/episode/to-better-persuade-a-human-a-robot-should-use-this-trick/>

AI Is Learning to Manipulate Us, and We Don't Know Exactly How. *Discover Magazine*. 30 November 2021. <https://www.discovermagazine.com/technology/ai-is-learning-to-manipulate-us-and-we-dont-know-exactly-how>

Robots Can be Companions, Caregivers, Collaborators – and Social Influencers. *The Weekend Morning Show with Dave Trafford*. 27 November 2021. <https://www.iheartradio.ca/newstalk-1010/audio/podcasts/november-27-robots-can-be-companions-caregivers-collaborators-and-social-influencers-1.16577280>

Snäll robot får lättare människor dit den vill. *Forskning & Framsteg*. 27 September 2021. <https://fof.se/artikel/snall-robot-far-lattare-manniskor-dit-den-vill>

Do we trust robots enough to put them in charge? *Popular Science*. 24 September 2021. <https://www.popsci.com/technology/social-robots-authority-persuasion/>

If robots need to persuade humans, they shouldn't resemble authority figures: U of T study. *U of T News*. 24 September 2021. <https://www.utoronto.ca/news/if-robots-need-persuade-humans-they-shouldn-t-resemble-authority-figures-u-t-study>

Robotten Pepper skifter mellem to personligheder og kaster lys over, hvordan mennesker reagerer på kunstig intelligens. *Videnskab.dk*. 23 September 2021. <https://videnskab.dk/krop-sundhed/robotten-pepper-skifter-mellem-to-personligheder-og-kaster-lys-over-hvordan-mennesker>

Friendly robots are more helpful than authoritative ones. *Earth.com*. 23 September 2021. <https://www.earth.com/news/friendly-robots-are-more-helpful-than-authoritative-ones/>

Social robots may be more persuasive if they project less authority. *Today Headline*. 22 September 2021. <https://todayheadline.co/social-robots-may-be-more-persuasive-if-they-project-less-authority/>
<https://techxplore.com/news/2021-09-social-robots-persuasive-authority.html>

Humanoid robots that behave with less authority are more persuasive. *University of Toronto Engineering News*. 22 September 2021. <https://news.engineering.utoronto.ca/humanoid-robots-that-behave-with-less-authority-are-more-persuasive/>

Spiraling: Stories of Losing Control. *The Story Collider Podcast*. 9 October 2020. <https://www.storycollider.org/stories/2020/10/7/spiraling-stories-of-losing-control>

Scientists working to build real-life robots capable of teaming with humans. *The Week*. 8 March 2019. <https://www.theweek.in/news/sci-tech/2019/03/08/Scientists-working-to-build-real-life-robots-capable-of-teaming-with-humans.html>

What makes robots 'persuasive' to humans. *The Indian Express*. 7 March 2019.

<https://indianexpress.com/article/technology/science/what-makes-robots-persuasive-to-humans-5615081/>

U of T Engineering researchers explore what makes robots 'persuasive' to humans. *University of Toronto Engineering News*. 28 February 2019. <https://news.engineering.utoronto.ca/u-of-t-engineering-researchers-explore-what-makes-robots-persuasive-to-humans/>

Meet Pepper: An AI robot that will reduce wait times in hospitals. *University of Toronto Engineering News*. 31 October 2018. <https://news.engineering.utoronto.ca/meet-pepper-an-ai-robot-that-will-reduce-wait-times-in-hospitals/>

9 Bizarre Jobs that Will Redefine Our Lives in the 2050s. *Gizmodo*. 1 May 2015.

<https://gizmodo.com/9-weird-jobs-in-biotech-and-medicine-to-look-for-in-the-1701486512>

Lectures and Presentations

Academic Classes & Lectures

"MB8137: Leading in the Age of AI." MBA Course. Ted Rogers School of Management, Toronto Metropolitan University. Toronto, ON, Canada. Winter 2024 Semester.

"Artificial Experience Design: The Future of UX." Business Design Deep Dive Seminar. Rotman School of Management, University of Toronto. Toronto, ON, Canada. 15 November 2023.

"Artificial Business: Implications of AI on Tomorrow's Organizations." Degroot School of Management, McMaster University. 4KH3 Digital Business Strategy Course. Hamilton, ON, Canada. 17 October 2023.

"Design Thinking in the Age of Big Data and AI." Schulich School of Business, York University. Masters Certificate in Data Analytics. Toronto, ON, Canada. 14, 16, and 19 March 2021.

"The Ethics of Automation." Toronto Montessori School. Toronto, ON, Canada. 8 July 2022.

"Emerging Digital Technologies and Their Impact on Healthcare." Schulich School of Business, Executive Education Centre, York University. Physician Mini-MBA Program. Toronto, ON, Canada. 27 March 2021.

"Deconstructing the Smart Home: Insights & Inspiration." Department of Architectural Science, Toronto Metropolitan University. Design Studio Course. Toronto, ON, Canada. 9 April 2021.

"Robots Everywhere! Tomorrow's Robotic Society." Faculty of Engineering, University of Toronto. PsychEng Seminar Series. Toronto, ON, Canada. 9 February 2021.

"Trust in Automation." Ted Rogers School of Management, Toronto Metropolitan University. Global Markets and Technology Trends course. Toronto, ON, Canada. 28 October 2020.

"Anthropomorphism and the Social Robot." Faculty of Engineering, University of Toronto. Engineering for Psychologists Course. Toronto, ON, Canada. 4 June 2020.

"Emotional Robotics." Faculty of Engineering, University of Toronto. PsychEng Seminar Series. Toronto, ON, Canada. 12 September 2019.

"Ethics in a Digital World: the Philosophy of Robotics and AI." Don Mills Collegiate Institute. Philosophy Class. Toronto, ON, Canada. 2 May 2019.

"Persuasive Robotics and the Social Machine." OCGS Provincial 3MT Competition. McMaster University. Hamilton, ON, Canada. 17 April 2019.

"The Ethics of Automation." Faculty of Engineering, University of Toronto. PsychEng Seminar Series. Toronto, ON, Canada. 20 November 2018.

"Roboethics and Automated Morality." Faculty of Information, University of Toronto. Ethics & Code Course. Mississauga, ON, Canada. 24 October 2018.

"Persuasive Robotics in Social Contexts." Faculty of Engineering, University of Toronto. Engineering for Psychologists Course. Toronto, ON, Canada. 24 May 2018.

"Design Thinking as an Approach to Business Strategy." Ted Rogers School of Management, Toronto Metropolitan University. Global Strategy Course. Toronto, ON, Canada. 22 September 2016

"Organizational Innovation and the Future of Technology." Ted Rogers School of Management, Toronto Metropolitan University. Organizational Theory and Innovation. Toronto, ON, Canada. 24 March 2016.

"Foresight and the Future of HCI and HRI." Faculty of Engineering, Toronto Metropolitan University. Human-Computer Interaction Course. Toronto, ON, Canada. 17 March 2014.

"Design Thinking for Strategic Innovation." Ted Rogers School of Management, Toronto Metropolitan University. Global Markets and Technology Trends Course. Toronto, ON, Canada. 24 November 2011.

"Strategic Foresight and the Technology of Tomorrow." Ted Rogers School of Management, Toronto Metropolitan University. Global Markets and Technology Trends Course. Toronto, ON, Canada. 24 March 2011.

Invited Conference Presentations

"Leading Digital Transformation." AMA Canada ACCESS. Toronto, ON, Canada. 25 March 2024

"Robot-Centered Design: The Future of Sharing Spaces with Machines." Unleashing Innovation: Urban Mobility, Toronto Board of Trade. Toronto, ON, Canada. 30 October 2023.

"Tomorrow's Workforce: Cyborgs & Centaurs." Certified Management Consultants (CMC) Catalyst 2022 – Reimagining the Future of Consulting. Online. 2 June 2022.

"Future of Robotic Care: Planning & Implications." Annual National Initiative for the Care of the Elderly (NICE) Knowledge Exchange 2022. Online. 26 May 2022.

"Technology with a Face: A Future with Social Robots." AGE-WELL APPTA Policy Rounds. Online. 24 February 2021.

"Opening the Black Box of the Infant Mind." NVIDIA GPU Technology Conference. Online Presentation. 7 October 2020.

"Automation Technology: Risks and Rewards." Story Collider Event. Toronto, ON, Canada. 20 January 2020.

"Innovators of Tomorrow: Strategic Foresight & Healthcare Futures." AGE-WELL Annual Conference. Moncton, NB, Canada. 22 October 2019.

"Social Robots: Your Future Coworkers." INDL-2 Conference: Robotize This! The Futures of Automation and Work. Toronto, ON, Canada. 3 October 2019.

"How Can I Help You?: A Future With Social and Assistive Robots." CRAM Toronto Conference. Toronto, ON, Canada. 5 April 2019.

"Insuring in a World of Artificial Intelligence." China Pacific Insurance Company Symposium. Toronto, ON, Canada. 1 November 2018.

"The Future of Robotic Care." Canadian Psychiatric Association Annual Conference. Toronto, ON, Canada. 27 September 2018.

"Automation in the Workplace." TD Bank Future of Talent Centre of Excellence. Toronto, ON, Canada. 19 September 2018.

"Harnessing the Power of Socially Assistive Robots: Robot helpers for activities of daily living." International Progressive MS Alliance Scientific Congress 2018. Toronto, ON, Canada. 23 May 2018.

"Human-Automation Interaction and the Future of Technology Design." RBC Ventures Day. Toronto, ON, Canada. 13 April 2018.

"Robot-Centered Design: The Future of Architecture." IIDEX Canada. Toronto, ON, Canada. 29 November 2017.

"Workforce of Tomorrow: Centaurs & Cyborgs." HELM Conference. Toronto, ON, Canada. 30 October 2017.

"Giving Magic Momentum: Implementing Innovative Ideas." Disney Corporation Datathon. Orlando, FL, USA. 17 May 2017

"Smart Homes and Digital Personal Assistants." Whirlpool Corporation Annual Leadership Event. Chicago, IL, U.S.A. 18 January 2017

"Everything in Beta: IoT and Industry 4.0." Industrial Research Institute Annual Meeting. Seattle, WA, U.S.A. 29 April 2015

"Design Thinking and Innovation: Lessons at the Intersection of Design and Business." University of Toronto Innovation and Design Expo. Toronto, ON, Canada. 28 February 2015

Panel Participation

"Emerging Leaders in AgeTech." (Panelist) AGE-WELL AgeTech Innovation Week. Online. 4 October, 2021.

"Automation and Politics: International Order in the Age of AI." (Moderator) Massey College Salon Series. Toronto, ON, Canada. 13 February 2020.

"Technology Changes Society: The Silicon Valley Fallacy." (Moderator) Massey College Salon Series. Toronto, ON, Canada. 29 October 2019.

"A Look into the Future: What will technology look like in 2050?" (Panelist) AGE-WELL Annual Conference. Moncton, NB, Canada. 24 October 2019.

"Autonomy Meets Humanity – A Discussion of Machines in Society." (Moderator) University of Toronto. Toronto, ON, Canada. 26 February 2019.

"Digital Transformation: The Automation of Engagement." (Panelist) American Marketing Association (AMA) Workshop. Toronto, ON, Canada. 6 June 2018.

"Transforming to a Digital Ontario." (Moderator) Government of Ontario Treasury Board Secretariat Leadership Enrichment and Advancement Program (LEAP). Toronto, ON, Canada. 23 April 2018.

"Canada's Artificial Intelligence Revolution." (Moderator) Canadian Institute For Advanced Research (CIFAR) Massey Talk. Toronto, ON, Canada. 23 October 2017.

"Finding IoT's Common Language." (Panelist) Big Data Toronto 2017 Panel. Toronto, ON, Canada. 20 June 2017

"A.I. and the Human Brain: Symbiosis or Zero-Sum Game?" (Panelist) Digital Prospects Toronto Panel. Toronto, ON, Canada. 24 May 2017.

"Tech Leader Talk: AI & Machine Learning." (Panelist) Schulich Global Alumni Network Technology Panel. Toronto, ON, Canada. 23 November 2016.

"Emergence of the Internet of Things." (Panelist) Rotman School of Management Business Technology Association Panel. Toronto, ON, Canada. 18 October 2016.

Other Activities

Connaught PhDs for Public Impact Fellowship Advisor, University of Toronto, 2022-2024

Massey Talks! Salon Series Chair, Massey College, 2019-2021

Mentor & External Business Advisor, Ted Rogers Leadership Centre, 2016-2021

Vocals and guitars, The Noble Rogues, Toronto-based rock group, 2008-2021

Member, Massey Belles Music Group, 2017-2020

Ontario Three Minute Thesis Provincial Finalist, 2019

Member, Massey College Choir, 2017-2018

MBA Advisory Council Member, Toronto Metropolitan University MBA, 2015-2017

Secretary General, Association of Canadian MBAs, 2011-2012

Developed Ted Rogers School of Management MBA Oath, 2011

President, Ted Rogers School of Management MBA Student Association, 2010-2011

1st place, National MBA Strategy Case Competition, Schulich School of Business, 2011

1st place, Tata Cup International Sustainability Case Competition, John Molson School of Business, 2010

Raised \$50,000 for Myeloma Canada by cycling unsupported across Canada, 2009

Founding member, Ardesco, Montreal professional vocal jazz group, 2006-2008

Co-Editor, The Ambassador, McGill Model U.N. conference newspaper, 2007

Editor-in-Chief, The Plumber's Faucet, McGill Engineering newspaper, 2004-2005

Member, P.P.O., McGill Engineering philanthropic group, 2002-2005

Founding member, Soulstice A Cappella, McGill a cappella group, 2000-2005

Vice-President Internal Affairs, McGill Engineering Undergraduate Society, 2003-2004

Council Representative, McGill Association of Mechanical Engineers, 2002-2003

Vice-President Academic, McGill University First Year Committee of Council, 2000-2001

Hobbies include yoga, voice, cycling, guitar, jiu jitsu, camping, and gardening.